



Show Notes

Season 4, Episode 2:

Finding content marketing clients with Jennifer Goforth Gregory

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What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) chat to content marketing queen Jennifer Goforth Gregory

What's covered in this chat?

- The best ways to find content marketing work
- Jennifer's 3-pronged approach to marketing yourself
- Writing an LOI to a potential client (and how many you need to send)
- The tactic that works even better than LOIs
- Why you're probably a subject matter expert without realising it
- Finding your niches and learning to package yourself to agencies
- Using logos on your website – should you, shouldn't you?
- Why generalists can still be super successful
- Differences between journalism and content marketing
- The one skill you need as a journalist to be successful in content marketing.

Find out more about Jennifer:

- Read Jennifer's [fantastic blog](#) or [follow her](#) on Twitter
- Buy her book, *The Freelance Content Marketing Writer: Find your perfect clients, make a tons of money and build a business you love* – via [Amazon](#)
- Join her [FB group](#), The Freelance Content Marketing Writer
- [Buy tickets](#) to the American Society of Journalists and Authors (ASJA) 2020 Virtual Conference, with streams on journalism and content marketing
- Listen to Jennifer on Ed Gandia's podcast [here](#).

That's it for this episode. Hope you've found these show notes useful.

Cheers, Rachel and Lynne